

**2018-2019 Program Advisor of the Year Contest**  
**NO PURCHASE NECESSARY TO ENTER OR WIN. MANY WILL ENTER, FEW WILL WIN.**

**Eligibility:** Fuel Up to Play 60 Program Advisors within the Dairy MAX territory (Texas, Colorado, Montana, Western Oklahoma\*, New Mexico, Wyoming and Southwest Kansas\*\*) that are enrolled in Fuel Up To Play 60, and have 1) completed all six (6) Fuel Up to Play 60 steps by start of the application period, 2) have entered the 2018-2019 Bulletin Board Contest, 3) implemented a dairy-focused Healthy Eating Play, 4) have increased student engagement within their school (or district) by the start of the contest period and 5) met all additional qualifying criteria. Employees of Dairy MAX, Inc., the NFL Entities (as defined below), their respective parents, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development, production, or distribution of promotion materials and persons who are immediate family or who reside in the same household as persons in the preceding categories are not eligible. Void where prohibited.

**Contest Period:** Applications open on Friday, February 1<sup>st</sup>, 2019 and closes on Thursday, February 28<sup>th</sup>, 2019. There will be an application review period from Friday, March 1<sup>st</sup>, 2019 through Friday, March 15<sup>th</sup>, 2019. The winning Fuel Up to Play 60 Program Advisor will be notified by Monday, April 1<sup>st</sup>, 2019.

**Prize:** One (1) Program Advisor will win two (2) tickets to Super Bowl LIV in Miami Gardens, FL on February 2<sup>nd</sup>, 2020, hotel accommodations and a \$1,500 American Express travel gift card. In the event the winning Program Advisor declines the Prize, a second Program Advisor will be chosen and offered the same Prize. In the event the second-place winner declines the Prize, a third Program Advisor will be chosen and offered the same Prize. If three winners are drawn and all decline the Prize, the Prize will be given to a randomly drawn Program Advisor from the pool of applicants until the prize has been accepted.

Odds of winning depend on the number of valid entries received. No cash or other substitution may be made, except by sponsors in the event that a prize (or part thereof) cannot be awarded, in which case sponsors will at their sole discretion award a prize (or part thereof) of equal or greater value. Taxes are the sole responsibility of the winners. Winner understands that he/she must claim a prize award on his or her tax return that is valued at \$600.00 or greater.

**How to Enter and Win:**

**To Enter:** Enroll in FUTP60 on the [fueluptoplay60.com](http://fueluptoplay60.com) website as a Program Advisor. An active link for the online application will open at 12:00 a.m. on Friday, February 1<sup>st</sup>, 2019. Application period ends 11:59 p.m. on Thursday, February 28<sup>th</sup>, 2019. The following criteria must be completed by the end of the application period:

- All FUTP60 Six (6) Steps on the [fueluptoplay60.com](http://fueluptoplay60.com) dashboard
- Submit an entry into the Bulletin Board Contest by February 1<sup>st</sup>, 2019.
- Implement a dairy-focused Healthy Eating Play. (A picture must be submitted with the online application for proof.)
- Increase student engagement at their school (or district). (A picture must be submitted with the online application for proof.)

In addition to meeting the above qualifying criteria, each applicant will also be required to submit:

- A short essay (no more than 500 words) describing how the Program Advisor successfully promoted and spread the word about FUTP60, to include the following:

- How have you, as a Program Advisor gone above and beyond to promote Fuel Up to Play 60 within your school, district and community?
- How has Fuel Up to Play 60 positively influenced child health and wellness and student leadership in your school and district?
  - Please include examples of increased student leadership, physical activity and increased fruit, vegetable, whole grain and dairy consumption.
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- A referral letter (no more than 500 words) from a leader within their district or school (Example: Principal, Assistant Principal, PE Coordinator) describing the following:
  - How has the Program Advisor gone above and beyond to promote Fuel Up to Play 60 within their school, district and community?
  - How has Fuel Up to Play 60 positively influenced child health and wellness in your district?
    - Please include examples of increased student leadership, physical activity and increased fruit, vegetable, whole grain and dairy consumption.

**To win:** A neutral third party will evaluate the applications and choose one (1) winner for all eligible program advisors who have met the contest requirements by the deadline. The essay and referral letter will be evaluated on a 100-point system as follows: Essay – 50 points max (up to 25 points for FUTP 60 promotion and up to 25 points for youth wellness promotion) and Referral Letter – 50 points max (up to 25 points for FUTP 60 promotion and up to 25 points for youth wellness promotion). Highest point total will win. The winner will be announced at all EOY recognition events along with the Super Bowl LIV prize package of two tickets, hotel accommodations and a \$1500 travel gift card.

**Indemnification:** By entering, participants agree to release, discharge, and hold harmless, Dairy Management Inc., Dairy MAX, Inc., the NFL Entities (as defined below), their respective partners, affiliates, subsidiaries, advertising or promotion agencies or other individuals engaged in the development or production, from all claims or damages arising out of participation in both this offer and/or contest and/or acceptance of any prize or offer. Subject to applicable federal, state, and local laws and regulations.

**Winners List:** To receive a list of winners, mail a self-addressed, stamped envelope to: 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050

**Sponsor:** Dairy MAX, Inc., 2214 Paddock Way Drive, Suite 600, Grand Prairie, TX 75050

\*Eligible counties in Western Oklahoma include Alfalfa, Beaver, Beckham, Blaine, Caddo, Canadian, Carter, Cimarron, Cleveland, Comanche, Cotton, Creek, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Grant, Greer, Harmon, Harper, Hughes, Jackson, Jefferson, Johnston, Kay, Kingfisher, Kiowa, Lincoln, Logan, Love, Major, Marshall, McClain, Murray, Noble, Okfuskee, Oklahoma, Osage, Pawnee, Payne, Pontotoc, Pottawatomie, Roger Mills, Stephens, Texas, Tillman, Washita, Woods, Woodward.

\*\*Eligible counties in Southwest Kansas include Clark, Finney, Ford, Grant, Gray, Greeley, Hamilton, Haskell, Hodgeman, Kearny, Lane, Meade, Morton, Ness, Scott, Seward, Stanton, Stevens, Wichita.

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